C1750-1

FCC widens competition in STV
ABC pays record for Olympics prize

Broadcasting Oct 1

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

volume 2

38 great motion pictures

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BROADCASTER

The Week in Brief

STV SET FREE ☐ FCC says it's time to let subscription television compete in the marketplace, and as a first step toward that, the commission lifts its one-to-a-market rule. That report and a look at the current status of over-the-air pay TV: **PAGE 23.**

STRUCK GOLD ☐ ABC-TV wins the rights to the 1984 summer Olympics in Los Angeles, and despite the $225 million the network will pay outright, it's confident it will recoup that and more. **PAGE 24.**

The bird's on top.

NBC last week announced it was combining its "N" logo—"a representation of distinction and quality" with its peacock—"a symbol of pride and excellence"—in a new graphic to be used for on-air promotion and identification, and publicity. The new logo is to be known as "The Proud N."

PROUD AS PEACOCKS ☐ NBC-TV puts a lock on first place in the first full week of the new season, and going into the second, the network is running right behind ABC-TV in first and way ahead of CBS-TV in third. **PAGE 26.**

UPI LOOKS FOR HELP ☐ The financially troubled news service makes a private offering to various newspaper and broadcast concerns to sell about 90% of the organization. The prospectus reveals broadcasting services contribute only a third of the company's revenues. **PAGE 28.**

IN RESERVE ☐ With the new TV season just weeks old, the networks are preparing to replace their weak shows with back-ups. **PAGE 34.**

ONE FOR RKO ☐ The FCC Broadcast Bureau recommends that the commission renew the license of RKO's WNAC-TV Boston and approve its sale to New England Television Corp. **PAGE 42.**

OPEN BOOKS ☐ Representative Ronald Mottl (D-Ohio) introduces a bill that would require the FCC to make public the financial reports of individual radio and TV stations. **PAGE 42.**

COP-OUT ☐ That's how a majority of comments filed at the FCC describe the commission's suggestion of using a lottery to decide a Media, Pa., comparative proceeding. **PAGE 44.**

CO-SPONSORS ☐ Senator John Heinz (R-Pa.) reintroduces legislation to create a National Endowment for Children's Television. Hollings signs on as a co-sponsor of the bill, which would allocate seed money for the research and production of programing for both commercial and public television. **PAGE 48.**

REACHING OUT ☐ In keeping with his promise to work for a consolidation of efforts, NAB Chairman Thomas Bolger meets with other media groups and hopes to form a council to coordinate common programs. **PAGE 50.**

READY TO GO ☐ Washington will play host to the nation's radio broadcasters next Sunday as the NRBA's annual conference gets under way Oct. 7. Sevareid and Goldwater are two of the scheduled speakers. **PAGE 50.**

GOING PUBLIC ☐ CBS demonstrates what it's been up to in testing British and French teletext systems and their applicability to U.S. television. **PAGE 55.**

POINT MAN ☐ Washington attorney Richard Schmidt may be the leading figure in the news media's fight to maintain full rights under the First Amendment. **PAGE 85.**

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Revitalizing. In strengthening of its advertising-marketing effort, Diners Club International, New York, will launch new campaign today (Oct. 1), heavily in television, to re-establish firm as leader in credit card field. Diners Club is expected to spend $12-$15 million on annual basis in campaign in print and in television in major markets of country. Starting in mid-December, Diners Club will be major sponsor of *The Road to Moscow*, syndicated series of 30 one-hour programs on Olympic Games which will be shown in about 125 markets. Campaign, conceived by Wells, Rich, Greenem New York, centers on new slogan—"You Know One When You See One"—that indicates Diners Club members evoke positive response in restaurants, hotels and resorts.

markets including Boston, Chicago, Detroit and Philadelphia with some spots running in fringe and prime times. Agency: Time Buying Services, New York. Target: total adults.

Mexicana Airlines □ Six-week campaign introducing Seattle-to-Mexico flight begins Oct. 8 in Seattle. Agency: Daily & Associates, San Francisco. Target: adults, 25-49.

Baskin-Robbins □ Three-week campaign for ice-cream begins Oct. 8 in New York only. Agency: Ogilvy & Mather, Los Angeles. Target: adults, 18-49.

Pulsar □ Four-week campaign for Pulsar watches starts Oct. 29 in 38 markets with spots running in fringe times and sports programing. Agency: Sawdon & Bess, New York. Target: adults, 18 plus.

Seiko □ Three-week campaign for men's and women's dress analog quartz watches starts Nov. 22 in more than 120 markets. Spots will be placed in prime time. Agency: AC&R Advertising, New York. Target: adults, 25-54.

RADIO ONLY

Molson Breweries □ Ten-week campaign for Molson's beer begins this week in Chicago. Agency: Rumrill-Hoyt, New York. Target: men, 18-34.

Century Importers □ Eight-week campaign for O'Keefe Ale begins Oct. 22 in 14 markets. Agency: Ogilvy & Mather Inc., New York. Target: men, 18-34.

Tuffy Service Centers □ Ten-week campaign for Tuffy mufflers begins this week in about 20 markets with spots running in morning drive times, Agency: Jackson & MacLean, Southfield, Mich. Target: men, 25-54.

PSFS □ Four-week campaign for Philadelphia Savings Fund Society begins Oct. 22 in Philadelphia and Reading and Allentown, both Pennsylvania. Agency: Weightman, Philadelphia. Target: adults, 18-49.

Cling Peach Advisory Board □ Two-week campaign for peaches begins Nov. 12 in 15 markets including Los Angeles, Atlanta, Miami/Fort Lauderdale, Dallas, Philadelphia, Boston and New York. Agency: Hoefer Dieterich & Brown, San Francisco. Target: women, 25-49.

Eastern Airlines □ One-week campaign for Carribean air travel begins Oct. 8 in Miami. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Rapping with a rep. Bruce (Cousin Brucie) Morrow (r) former air personality in New York, discusses spot radio with Marv Roslin, president of Roslin Radio Sales, New York, new station representative of WALL AM-FM Middletown, N.Y., of which Morrow is co-owner, managing director/creative operations and disk jockey.

RADIO AND TV

Albertson's □ Six-week TV and four-week radio campaign for retail food chain begins Nov. 5 in 14 TV markets and about 50 radio markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

American Dairy Association □ Seven-week TV and radio campaign for milk and dairy products begins this week in 114 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.

Lanier □ Five-week TV campaign and two-week radio flight begin Oct. 15 and Oct. 8 respectively for business machines in St. Louis. Agency: Marsteller, New York. Target: men, 25-54.

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BAR reports television network sales as of Sept. 2

ABC $1,015,387,700 (36.1%) □ CBS $932,435,200 (33.1%) □ NBC $867,536,500 (30.8%)

Day parts	Total minutes week ended Sept. 2	Total dollars week ended Sept. 2	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	180	$ 1,057,100	5,656	$ 41,274,100	$ 35,980,900	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	16,750,300	35,347	608,682,100	561,909,500	+8.3
Saturday-Sunday Sign-on-6 p.m.	347	9,045,700	3,438	305,957,600	261,384,000	+17.1
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,533,600	3,438	158,445,200	140,950,600	+12.4
Sunday 6 p.m.-7:30 p.m.	28	1,741,500	850	47,657,100	40,984,100	+16.3
Monday-Sunday 7:30 p.m.-11 p.m.	419	34,208,000	14,454	1,446,782,100	1,289,712,100	+12.2
Monday-Sunday 11 p.m.-Sign-off	245	6,273,100	8,239	206,561,200	168,504,100	+22.6
Total	2,354	$72,609,300	79,482	$2,815,359,400	$2,499,425,300	+12.6

Source: Broadcast Advertisers Reports

dale, Fla., through Oak Broadcasting Systems Inc. Oak Industries has negative control of KBSC-TV Corona, Calif. It is also applicant for new TV in Denver through Oak Television of Denver Inc. Ann. Aug. 15.

■ Des Moines, Iowa—The Independence Broadcasting Corp. seeks ch. 17; ERP 2,500 kw vis., 1,135 kw aur., HAAT 1,809.5 ft.; ant. height above ground 1,997 ft. Address: 400 Plymouth Bldg., Des Moines 50309. Legal counsel Michael Finkelstein, Washington. Consulting engineer Robert Silliman, Silver Spring, Md. Principals: William J. Trout, Carl G. Goldberry, and Raymond Gazzo, 1/3 each. Trout and Gazzo are Des Moines attorneys and Goldsberry owns real estate management firm and is employed by Northwestern Bell Telephone, both in Des Moines. Ann. Aug. 16.

■ Springfield, Mo.—Christian Center of the Ozarks seeks ch. 33; ERP 579.4 kw vis., 94.19 kw aur., HAAT: 1,634 ft.; ant. height above ground 1,611.5 ft. Address: Box 314, Ava, Mo. 65608. Estimated construction cost $144,000; first-quarter operating cost $26,100; first quarter revenue $37,500. Legal counsel B. Jay Baraff, Washington. Consulting engineer E. Harold Munn and Associates, Coldwater, Mich. Principals: Non-stock corporation, Lowell W. Hamilton is president. Ann. Aug. 31.

FM actions

■ Lihue, Kauai, Hawaii—Broadcast Bureau granted Kuai Inc. 92.7 mhz, .1 kw, HAAT 1223 ft. P.O. address: Box 720 Eleele, Hawaii 96705. Estimated construction cost $20,636; first-year operating cost $7,800; revenue $18,000. Format: Hawaiian/South Pacific. Principals: John S. Short (37.5%), William G. Dahle (37.5%), Stephen K. Bramham (15%) and David P. Habermann (10%). Short and Dahle own 65% (as tenants-in-common) of KUAI(AM) Eleele, Kauai, Hawaii; Bramham is technical advisor and Habermann sales manager there. (BPH-10902). Action Sept. 6.

Ownership Changes

Applications

■ WSRF(AM)-WSHE-FM Fort Lauderdale, Fla. (AM: 1580 khz, 10 kw-D, 5 kw-N; FM: 103.5 mhz, 100 kw)—Seeks assignment of license from Van Patrick Broadcasting Inc. to T-K Communications Inc. for $5 million (T-K must also pay broker's fee) ("In Brief," July 30). Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEWI(AM)-KSWT(FM) Topeka, Kan. Ann. Sept. 12.

■ KAHU(AM) Waipahu (Honolulu), Hawaii (940 khz, 10 kw)—Seeks assignment of license from Royal Hawaiian Radio Inc. to Westwood Broadcasting Corp. for $310,000. Seller is owned by W. Russell Withers Jr., who also owns KULA(FM) Waipahu; WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn., the last purchased last December for $800,000. (BROADCASTING, Dec. 18, 1978). Buyer is owned by David Joseph (20%) and Toby Broadcasting Corp. (80%). Toby is owned by Marvin Cohen and Joel Jackson, Los Angeles businessmen. None has other broadcast interests. Ann. Sept. 12.

■ WNUU(FM) St. Matthews (Louisville), Ky. (103.1 mhz, 2.95 kw)—Seeks assignment of license from Summers Broadcasting Co. to Capital Broadcasting Co. for $1 million. Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in WKWF(AM)-WVFK(FM) Key West, Fla. Neither Pepper nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns WKSJ(AM) Prichard-WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WCAW(AM)-WVAF(FM) Charlestown, W. Va. Ann. Sept. 21.

■ WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Seeks assignment of license from Radio Ann Arbor Inc. to Lake America Communications for $1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programing and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programing since 1971, will take over as general manager of stations upon closing. Ann. Sept. 21.

■ WGCM(AM)-WTAM(FM) Gulfport, Miss.: (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Skyline Corp. to Atlantic Broadcasting for $682,500. Seller, principally owned by E. O. and Lane Roden, brothers, also owns WOKJ(AM)-WJMI(FM) Jackson and WBIP-AM-FM Booneville, both Mississippi; WBOP(AM)-WTKZ(FM) Pensacola, Fla., and several cable systems in Mississippi. Buyer is owned by Tom Joyner, who also owns WPUA-AM-FM Petersburg, Va. Ann. Sept. 12.

■ WQIZ-AM-FM St. George (Charleston), S.C. (AM: 810 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Seeks transfer of control from Soundamerica Corp. to Paul Neuhoff (49%) and Mary Forbes (51%) for $1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoff has minority interest in WERE(AM)-WGCL(FM) Cleveland and Forbes is Cleveland real estate investor with no other broadcast interests. Ann. Sept. 14.

Actions

■ KPOC(AM)-KCYN(FM) Pocahontas, Ark. (AM: 1420 khz, 1 kw-D; FM: 103.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Adrian L. White Inc. from Adrian L. White (100% before; none after) to Shields Media Services Inc. (none before; 100% after). Consideration: $418,500. White has no other broadcast interests. Buyer is owned by John J. Shields, who owns 51% of KFLO(AM) Shreveport, La., and 33.3% of KYDE(AM) Pine Bluff, Ark. (BTC790625FY, BTCH790625FZ). Action Sept. 17.

■ WBML(AM) Macon, Ga. (900 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Network Inc. to WBML Inc. for $255,000 plus $60,000 for agreement not to compete. Seller is owned by John Teiken and Albert S. Tedesco (50% each). They have were granted waiver of three-year rule on grounds of financial difficulties. (They bought station in January 1977.) Neither has other broadcast interests. Buyer is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBIS(AM) Bristol, Conn. (BAL790611GV). Action Sept. 14.

■ WLBQ(AM) Morgantown, Ky. (1570 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Butler County Broadcasting from Joseph W. Myers (100% before; none after) to Charles T. Black (none before; 100% after). Consideration: $157,000. Principals: Myers, who has no other broadcast interests, has applied for waiver of three-year rule by reason of ill health. He purchased station in April 1978. Black is Morgantown teacher and mayor. He has no other broadcast interests (BTC790606FB). Action Sept. 11.

■ WLFI-TV Lafayette, Ind. (ch. 18)—Broadcast Bureau granted assignment of license from RJN Broadcasting Inc. to WLFI-TV Inc. for $3,153,750. Seller is owned by Richard (90%) and Harold Shively (10%), brothers. Richard also controls KNOP-TV North Platte as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of *The Toledo* (Ohio) *Blade, Pittsburgh Post-Gazette, Red Bank* (N.J.) *Register* and *Monterey Peninsula* (Calif.) *Herald*. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman and other members of the Block family (BALCT790716KE). Action Sept. 13.

■ WRIN(AM) Rensselaer, Ind. (1560 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Jasper County Broadcasting Corp. from Anthony D. Carlo and his wife, Rosemary (19.04% before; none after) to Thomas F. Jurek (33.33% before; 52.38% after). Consideration: $36,000. Principals: DiCarlos have no other broadcast interests. Jurek is program director of WRIN (BTC790720GR). Action Sept. 13.

■ KDUB-TV Dubuque, Iowa (ch. 40)—Broadcast Bureau granted assignment of license from Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for $1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WQRF-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAG(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They have sold, subject to FCC approval, WELO-AM-FM Tupelo, Miss. (BROADCASTING, Dec. 11). (BALCT790716KF). Action Sept. 13.

■ WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan (ch. 7, ch. 2)—Broadcast Bureau granted transfer of control from WPBN-TV & WTOM-TV Inc. to United States Tobacco Co. for approximately $3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Gertrude M. Zierle (16.35%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is publicly owned manufacturer of tobacco products and other consumer products. Louis F. Bantle is president and chairman. It has no other broadcast interests.

■ KQTV(TV) St. Joseph, Mo. (ch. 2)—Broadcast Bureau granted assignment of license from Amaturo Group Inc. to Elba Development Corp. for $9 million. Seller is owned by Joseph Amaturo, who has bought, subject to FCC approval, KHGI-TV Kearney, Neb., and its satellites. He also owns KKSS(FM) St. Louis and KMJQ(FM) Clear Lake City (Houston), Tex. Buyer is owned by Malcolm Glazer, who also owns WRBL-TV Columbus, Ga., and WTWO-TV Terre Haute, Ind.

■ WNNJ(AM)-WIXL-FM Newton, N.J. (AM: 1360 khz, 1 kw-D; FM: 103.7 mhz, 5 kw)—Broadcast Bureau granted transfer of control of Sussex County Broadcasters Inc. from Irving, Ethel and William Goldberg (100% before; none after) to Group M Communications Inc. (none before; 100% after). Consideration: $650,000. Principals: Irving and Ethel are parents of William. None has other broadcast interests. Michael B. Levine and Marvin J. Strauzer (50% each). Levine is eastern division manager for Arbitron Radio, New York; Strauzer is vice president marketing for Gaynor Media Corp., New York. Neither has other broadcast interests (BTC790625FW, BTCH790625FX). Action Sept. 13.

■ WGNN-TV Winston-Salem, N.C. (CP for ch. 45)—Broadcast Bureau granted assignment of license from Good News TV Network Inc. to Good News TV Inc.

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

*Special temporary authorization

**Includes off-air licenses